



NEWS RELEASE

City of Chico

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FOR IMMEDIATE RELEASE

October 28, 2025

NEW PARKING SIGNS AND KIOSK SCREENS COMING TO DOWNTOWN CHICO

CHICO, CA – The City of Chico is making improvements to parking signage and kiosks in Downtown Chico to create a more streamlined and user-friendly experience. These updates aim to make parking easier to understand and navigate for everyone—whether you're running errands, meeting friends for coffee, or spending the afternoon exploring downtown.

The familiar green-and-white parking signs will soon be replaced with fresh, easy-to-read yellow and blue signage, creating a more consistent and intuitive experience for residents and visitors alike. New “Pay Here” signs above kiosks and “Pay to Park” signs along block faces will include helpful information like time limits, enforcement hours, larger zone numbers, and a brand-new web address: ParkChico.com. This link takes users straight to the City’s parking webpage, where you can sign up for the Passport Parking App and find everything you need to know before you park.

The City is also updating the kiosk screens to better serve the community. Since installing the kiosks in 2023, we’ve listened to valuable feedback from downtown businesses and visitors, and we’re excited to introduce several improvements:

- A simplified blue screen with white text (no background photo)
- Larger font for easier reading
- Fewer steps for faster checkouts
- Clearer info about rates and parking duration
- Helpful decals on the side of each machine offering step-by-step instructions in an easy-to-follow format

"Parking has always been a big topic downtown, and while the Downtown Chico Business Association doesn't have control over the system and how it works, we've been working closely with the City to share what we've been hearing from business owners and customers. We're really glad to see the City take that feedback to heart and make changes to try to make parking easier and less confusing. It's great to see this kind of collaboration helping improve the downtown experience for everyone so we can see our businesses in Downtown Chico thrive." said Mary Hartley, Interim President, DCBA & Owner of TomFoolery.

These small but meaningful updates are all part of an ongoing effort to improve the downtown experience. Whether you're heading to your favorite café, shopping at local boutiques, or enjoying a night out, we want parking to be the easiest part of your visit.

For the latest parking updates, visit chico.ca.us/Departments/Engineering/Parking or ParkChico.com.

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the United States. For more information, visit www.chicoca.gov.

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